

MISSOURI DIVISION OF TOURISM

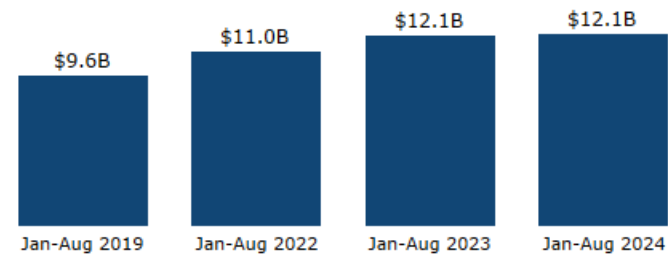
OCTOBER 2024 MISSOURI TRAVEL
BAROMETER
(DATA AVAILABLE AS OF 11/10/2024)





Calendar Year-to-Date

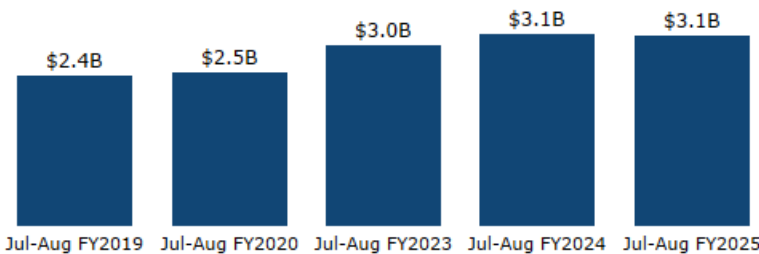
Tourism-Related Sales Revenue by Year
Calendar Year



Jan-Aug 2024
Tourism-Related Sales
Revenue
\$12.1B
▲ 0.5% vs. STLY

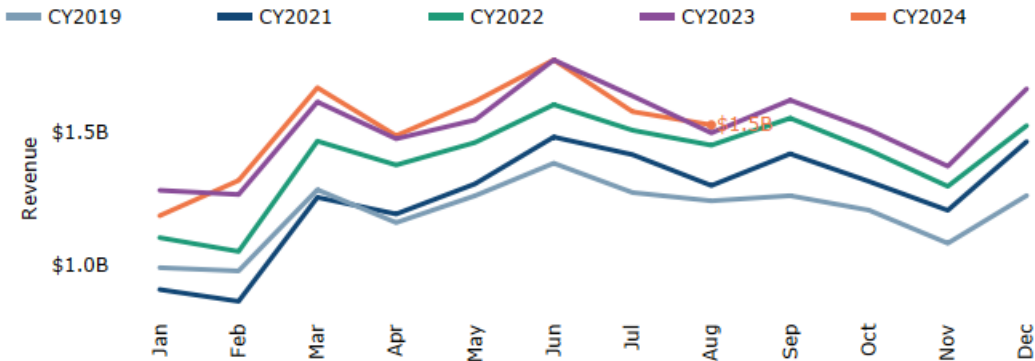
Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year
Fiscal Year

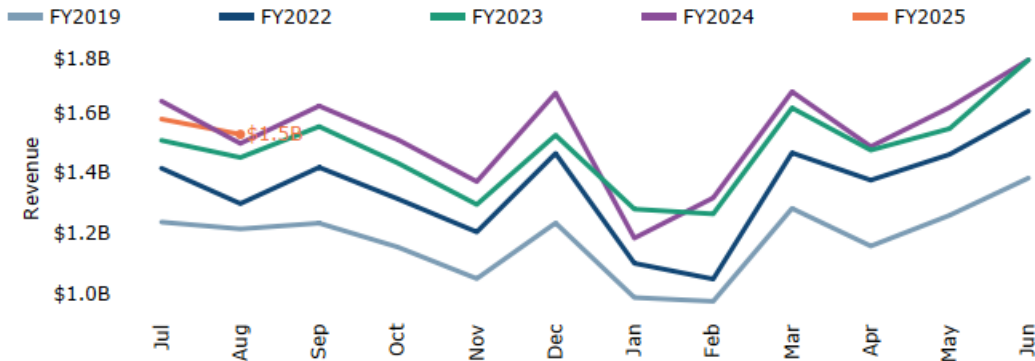


Jul-Aug FY2025
Tourism-Related Sales
Revenue
\$3.1B
▼ -0.9% vs. STLY

Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



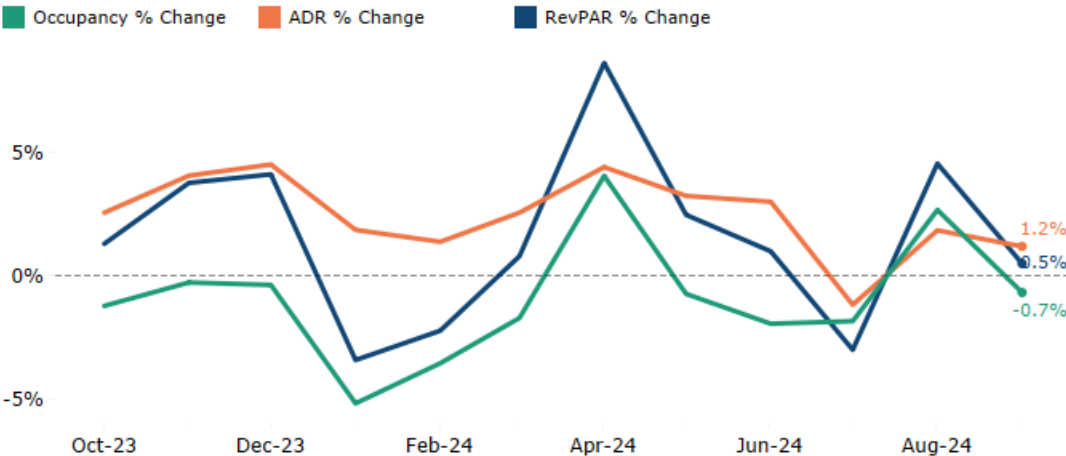
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Sep 2024	60.0%	\$125	\$75	3.2M	1.9M	\$242.2M
Change vs. Previous Year	▼ 0.7%	▲ 1.2%	▲ 0.5%	▼ 1.0%	▼ 1.7%	▼ 0.5%
Year-to-Date	57.1%	\$122	\$70	29.5M	16.8M	\$2.1B
Change vs. Previous Year	▼ 0.9%	▲ 2.1%	▲ 1.2%	▼ 0.4%	▼ 1.3%	▲ 0.8%

STR Monthly Lodging Trends

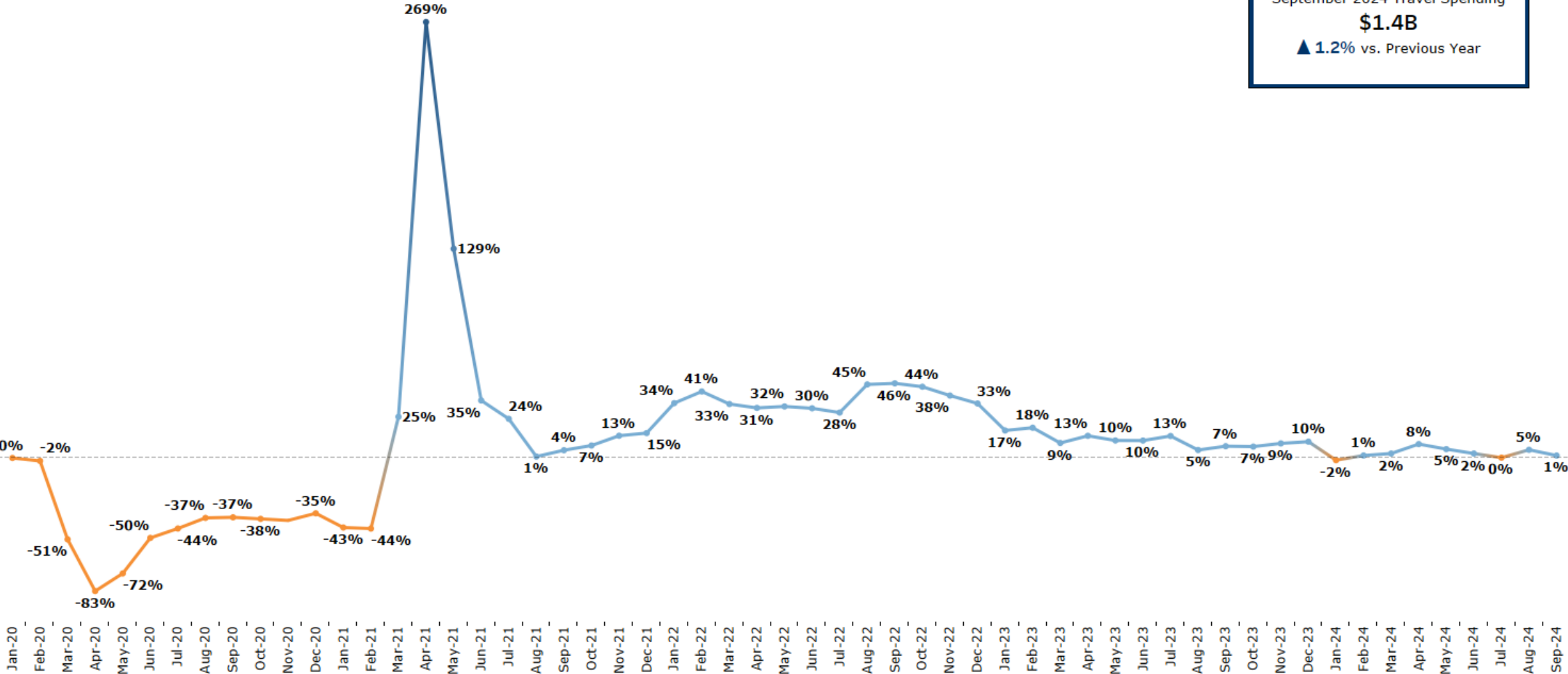
% Change from Previous Year



Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

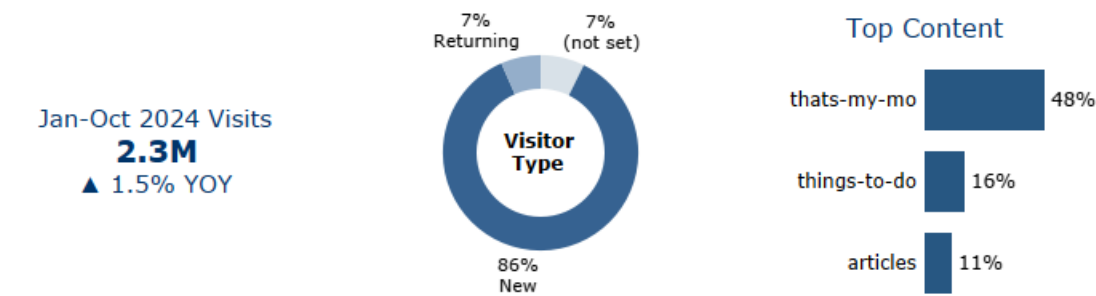
Travel Spending in Missouri

% Change from the same month in Previous Year

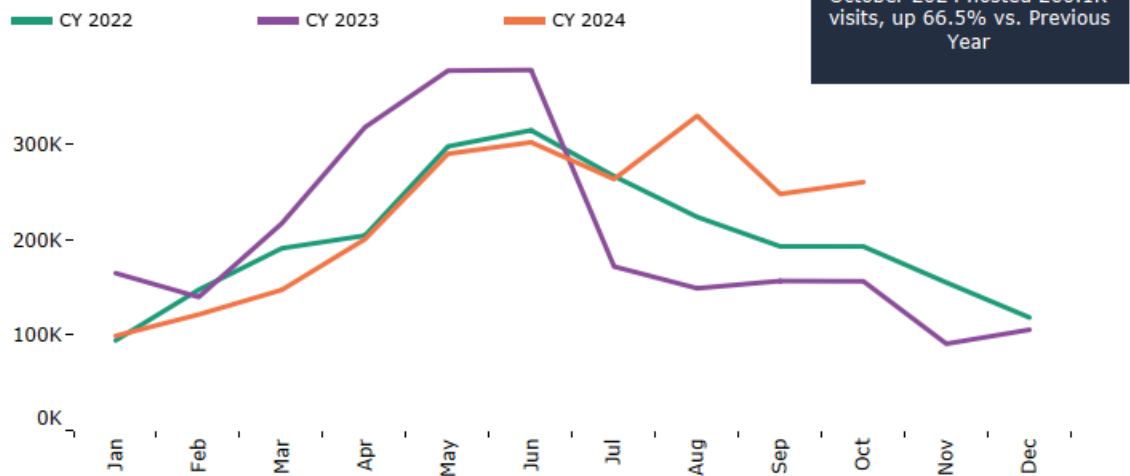




Calendar Year-to-Date



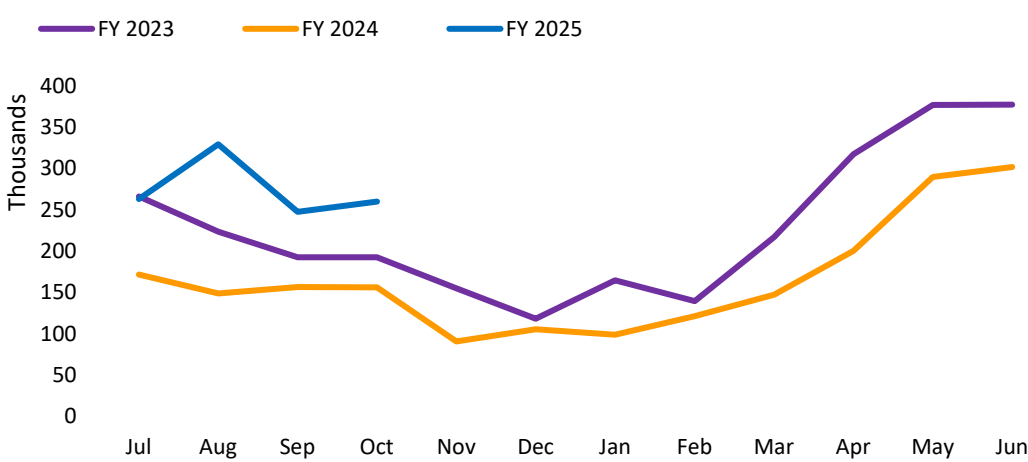
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date



Fiscal Year Visits to VisitMO.com by Month





Travel Guide Fulfillment

Oct 2024
1.5K
▼ -87.1% vs. STLY

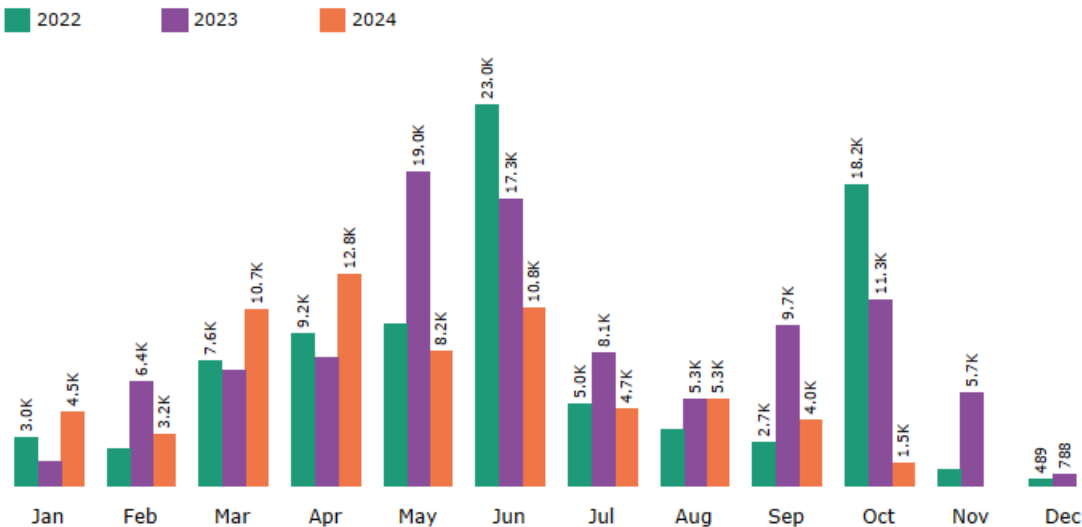
Jan-Oct 2024
65.6K
▼ -29.9% vs. STLY

Welcome Center Visits

Oct 2024
34.2K
▼ -13.8% vs. STLY

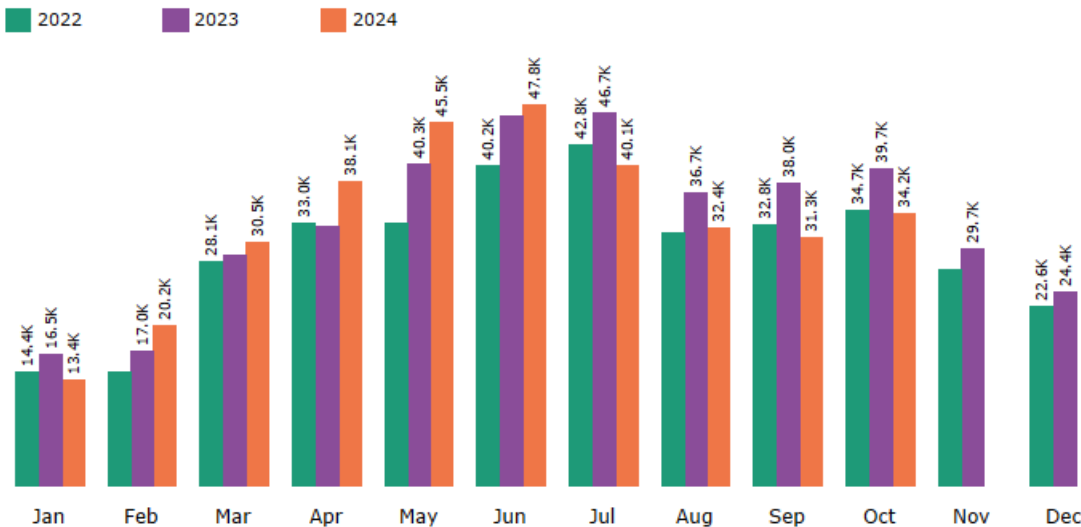
Jan-Oct 2024
333.4K
▼ -2.7% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

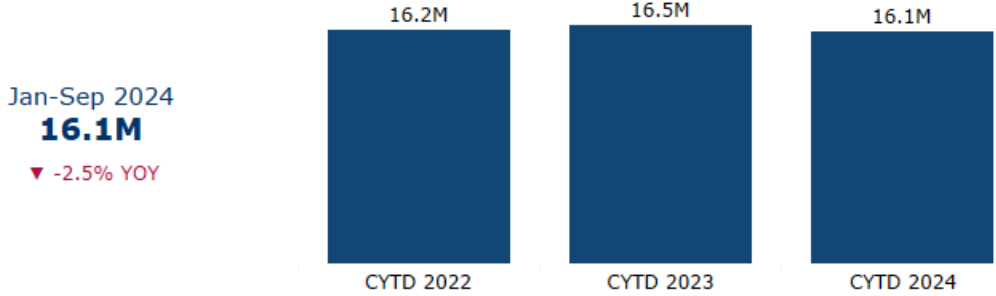


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

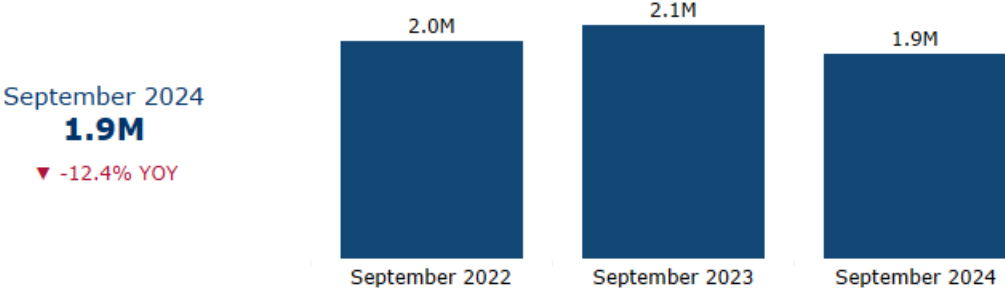
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

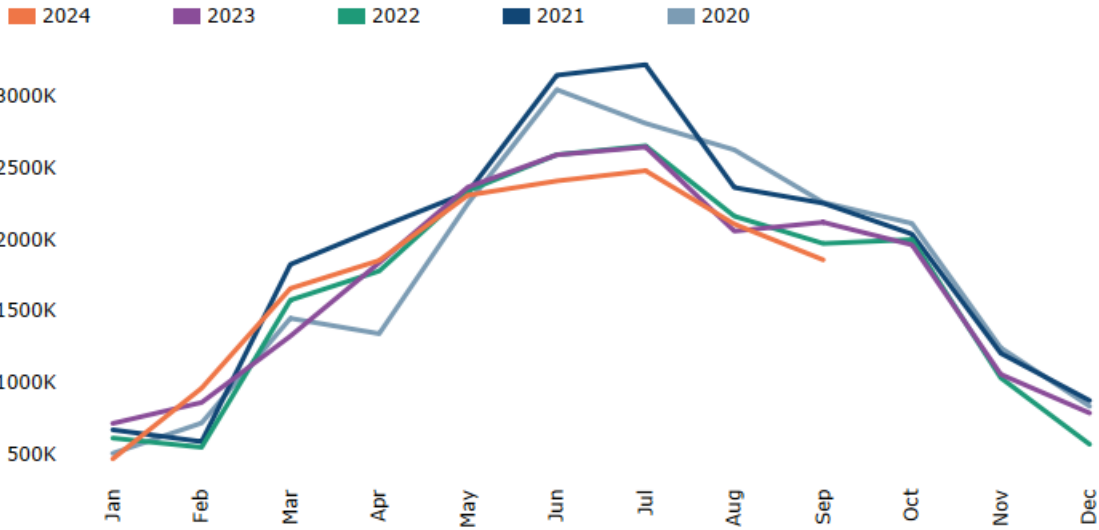


Monthly Visitation



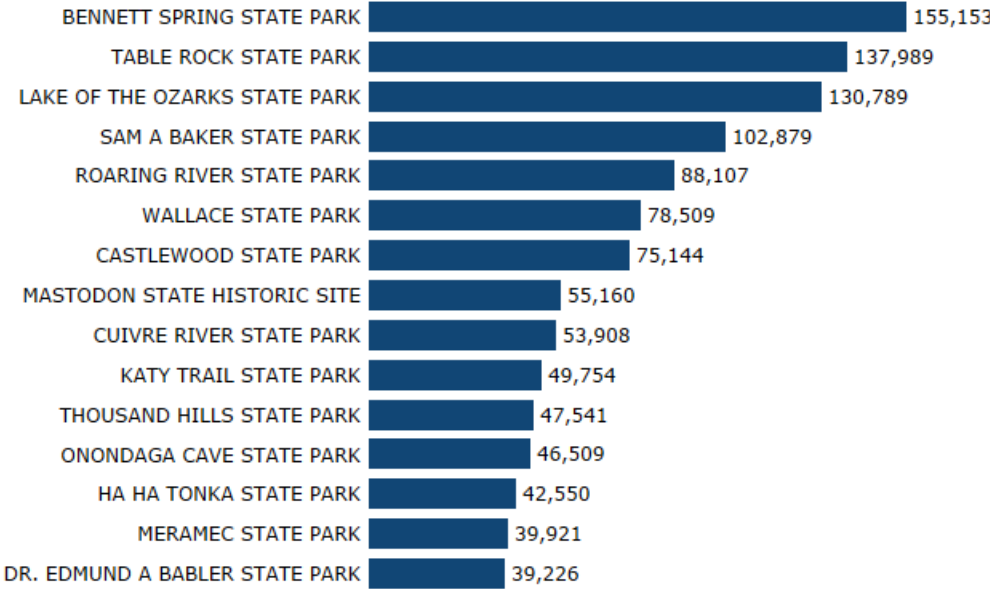
State Parks Visitors by Month

All Missouri State Parks

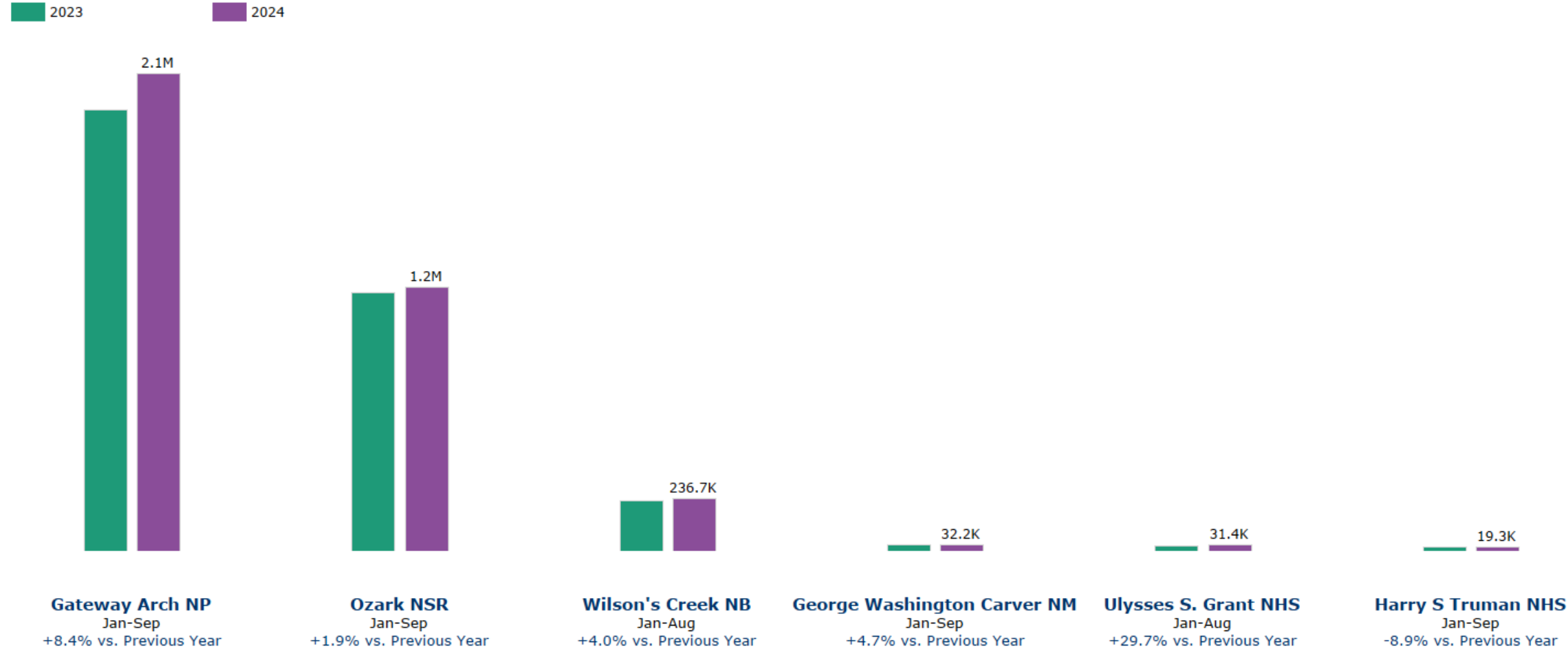


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in September 2024



Attendance by Park



Airport Throughput by State

October 2024



Month: October 2024 Primary State: Missouri Comparison State 1: Illinois Comparison State 2: Tennessee Compare to: Previous Year Report Type: Month



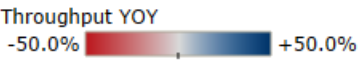
Competitive Set Throughput

Last 6 months, vs the same months in 2023

	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24
Missouri	+8%	+6%	+4%	+5%	+1%	-1%
Illinois	+10%	+7%	+8%	+9%	+5%	+3%
Tennessee	+8%	+8%	+7%	+10%	+4%	+1%
USA	+8%	+6%	+5%	+5%	+2%	+1%

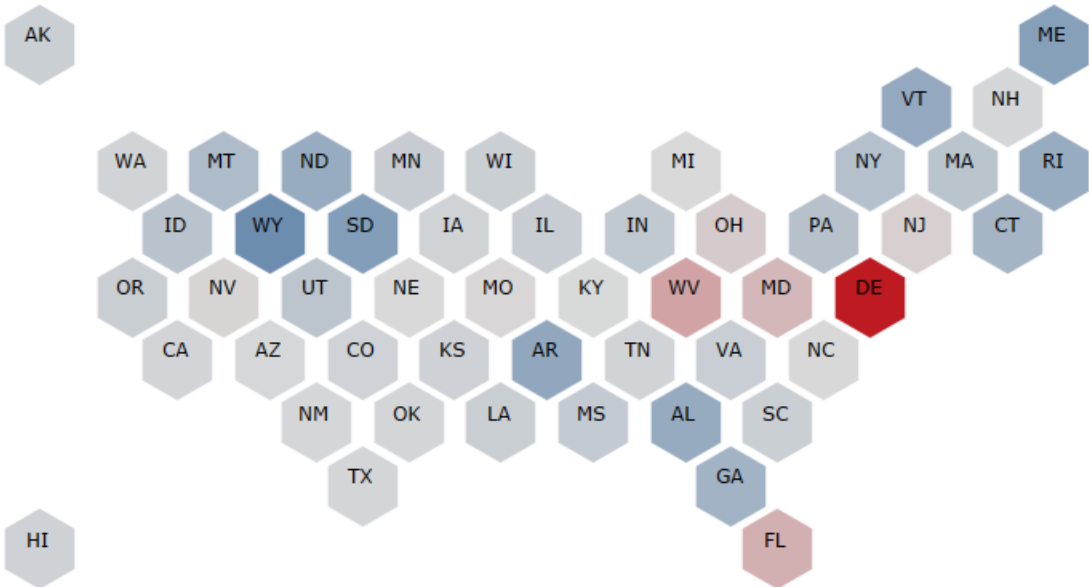
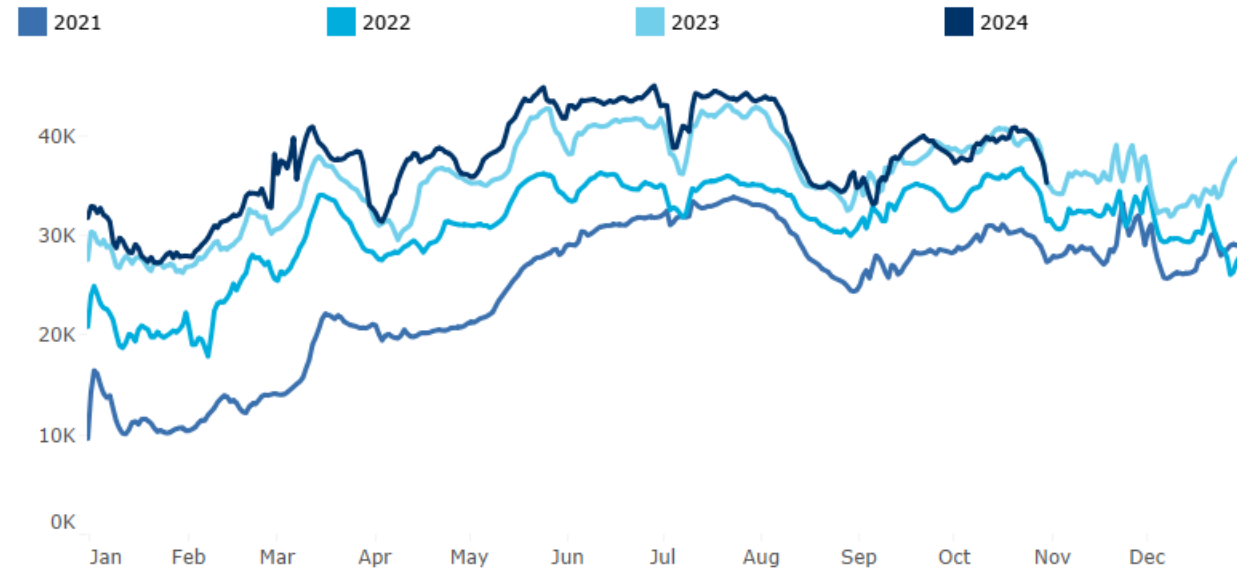
Throughput by State of Departure

October 2024 Month vs the same time period in 2023 (Click to filter)



Throughput: Missouri

7 day moving average trend



Missouri Throughput by Airport

October 2024



Month
October 2024

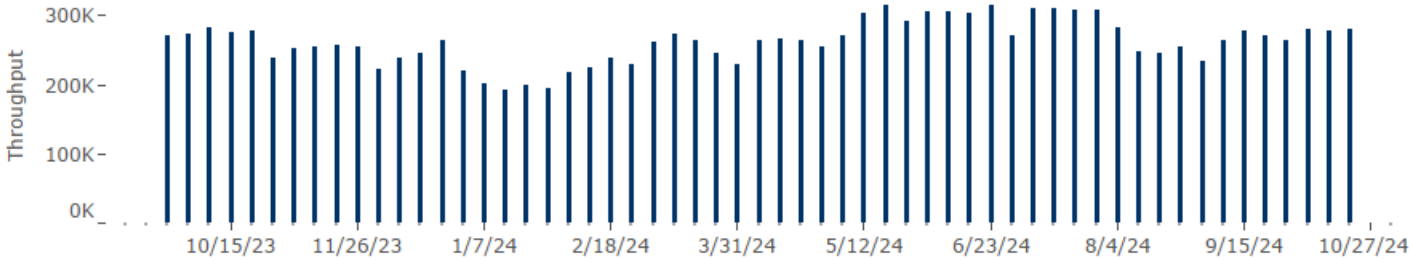
State
Missouri

Compare to
Previous Year

Report Type
Month

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2023

	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24
All Airports	8%	6%	4%	5%	1%	-1%
St. Louis Lambert International	10%	6%	4%	6%	2%	-1%
Kansas City International	6%	4%	3%	3%	-1%	-1%
Springfield-Branson National	11%	15%	11%	13%	9%	4%
Columbia Regional	8%	8%	3%	6%	15%	11%
Joplin Regional	6%	28%	51%	56%	59%	52%
Cape Girardeau Regional	42%	18%	11%	24%	1%	36%
Waynesville-St Robert Regional Forney Field	27%	12%	25%	13%	1%	9%
Kirksville Regional	27%	65%	100%	54%	48%	23%
Branson Airport				-100%	-100%	-100%

Map View of Airports

October 2024 Month, % change relative to 2023

